

Big Y News - Big Y® World Class Market™

FOR IMMEDIATE RELEASE CONTACT: CLAIRE D'AMOUR-DALEY Vice President Corporate Communications [\(413\) 504-4004](tel:4135044004) www.bigy.com

GAS FOR CLUNKERS AND NON-CLUNKERS

SPRINGFIELD, MA (November 12, 2009) - As part of a response to the difficult economic times, Big Y Foods, Inc. is pleased to announce their collaboration with 3 local gas station suppliers: F.L. Roberts, O'Connell Oil Associates, and Pride. The simple savings program works with Big Y's Express Savings Club silver and gold coins that customers earn for grocery purchases.

The deal is 5 cents off per gallon with a silver Big Y coin up to 20 gallons or 20 cents off per gallon with a gold Big Y coin up to 20 gallons. Both offers are for single transactions only and not cumulative. The coin is redeemed by the attendant at the gas station and not in the supermarkets. The station attendant adjusts the price on the pump according to the coin used prior to the customer pumping their gas. The program is slated to run through December 31, 2009. Lastly, for every \$50 or more in a grocery purchase at participating Big Y's, customers can receive a bonus silver coin.

The program is offered at 52 gas stations in all four counties of Western Massachusetts as well as Stafford, CT. The stations are listed on Big Y's web site at www.bigy.com and include Pride, Mobil, Sunoco, Shell, Valero brands within the F.L. Roberts, O'Connell and Pride family

of stations. This gas savings collaboration is an example of how area family businesses can come together to promote buying local.

Big Y's Express Rewards is one of many programs at Big Y that show appreciation to their customers. Coins are given as a surprise for regular shoppers, or as a prize for playing Big Y's Instant Rewards game at the register.

Headquartered in Springfield, MA, Big Y is one of the largest independently owned supermarket chains in New England. Proud to be family owned and operated, they currently operate 57 stores throughout Connecticut and Massachusetts with over 9,100 employees. Founded in 1936 by brothers Paul and Gerald D'Amour, the store was named after an intersection in Chicopee, Massachusetts where two roads converge to form a "Y".

Gas station contacts: F.L. Roberts (Richard Smith - [413-642-9123](tel:413-642-9123)) O'Connell Oil Associates (Jim Zoltek - [413-499-4800](tel:413-499-4800)) Pride (Karen Nystrom - [413-737-6992](tel:413-737-6992))